

Rep Order# 9818104 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 56146

Printed: 09/18/2012 8:19 AM  
Last Received: 09/17/2012 6:07 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1768  
Buyer MEREDITH KAUFMAN  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1768  
Flight Dates 09/13/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 29. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	SA	6P-630P	NEWS	:30	\$250.00	09/15-09/15	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*19	SU	630P-7P	NEWS	:30	\$450.00	09/16-09/16	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*29	M	1135P-1235A		:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
				Sales Remark: V5 TP CHGH								
				V3 Added								
				V5 Time Changed, Comment Changed								
	*30	SA	1135P-1205A		:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				V3 Added								

---REPORT TOTALS---

Report Totals: 2 / \$700.00

---SALES MONTHLY TOTALS---

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Sep 12: 41 / \$31,005.00

Sales Totals: 41 / \$31,005.00

Station Totals: 41 / \$31,005.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,990	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+

Rep Order# 9818104 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 56146

Printed: 09/17/2012 3:44 PM  
Last Received: 09/14/2012 4:10 PM  
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

pls see line 29  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	SA	6P-630P	NEWS	:30	\$250.00	09/15-09/15	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*19	SU	630P-7P	NEWS	:30	\$450.00	09/16-09/16	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*29	M	1205A-1235A		:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
				Station Remark: V4 pls change tp to 1135-1235a ncir								
				V3 Added								
	*30	SA	1135P-1205A		:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				V3 Added								

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Station Totals: 41 / \$31,005.00

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		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+

Rep Order# 9818104 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 56146

Printed: 09/14/2012 4:24 PM  
Last Received: 09/14/2012 4:10 PM  
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--- REMARKS ---

REVISED ORDER. NOTE-CHANGES LINES 18-19. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	SA	6P-630P	NEWS	:30	\$250.00	09/15-09/15	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*19	SU	630P-7P	NEWS	:30	\$450.00	09/16-09/16	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*29	M	1205A-1235A	NEWS	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
				Sales Remark: V3 MKGD								
				V3 Added								
	*30	SA	1135P-1205A	NEWS	:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				Sales Remark: V3 MKGD								
				V3 Added								

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Station Totals: 41 / \$31,005.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,990	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+

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--- REMARKS ---

pls see lines 18 & 19  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	SA	6P-630P	NEWS	:30	\$250.00	09/15-09/15	1	1	1	\$250.00	
		Station Remark: V2 1x na 9/15 no news mg sun 9/16 1205-1235a ncir bengals backstage										
	*19	SU	630P-7P	NEWS	:30	\$450.00	09/16-09/16	1	1	1	\$450.00	
		Station Remark: V2 1x na 9/16 no news mg sat 9/15 ncir 1135p-1205s bengals nation										

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Report Totals: 2 / \$700.00

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---COMPETITIVE---

Market Totals	\$82,990	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
---------------	----------	------	----	------	----	------	----	------	----	------	-----

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Hiatus Weeks

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Salesperson Phone# 202-955-5342  
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WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%
------	-----	------	-----	------	----	------	-----

Books null  
Demos RA35+



## Connell II, Jim

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 1:37 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 56146

Station: WKRC-TV

### Order Information:

Order #: 56146  
Order Total: \$31,005.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA ADD TO SKED A  
Alternate Order #: 09818104  
Estimate #: 1768 sked a  
Flight Dates: 09/13/12 - 09/17/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56146-18-1):

Rate: \$250.00  
Air Date: Sat 09/15/12  
Eligible Days: -----Sa--  
Inventory Code: 6pm Local 12 News Sat  
Inventory Description: 6pm Local 12 News Sat  
Inventory Code Time: 6:00 PM-6:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1205-1235  
1x Sat 11:55p-12:35a B-Step  
or 9/16 News B-Step

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, September 13, 2012 1:41 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 56146

Station: WKRC-TV

**Order Information:**

Order #: 56146  
Order Total: \$31,005.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA ADD TO SKED A  
Alternate Order #: 09818104  
Estimate #: 1768 sked a  
Flight Dates: 09/13/12 - 09/17/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (56146-19-1):

Rate: \$450.00  
Air Date: Sun 09/16/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

*Revised  
Sat 11:30-12:30  
or 9/15 MON*

# Spot Manager: All, 09/13/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Obama/D/President</b>												
<b>Agency: Greer Margolis Mitchell</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 56146</b>												
<b>Line: 1</b>												
09/16/12	Sunday	1:36:08 XM	:30	\$25.00	OFA-12-	430-5a News	4:30 XM-4:59 XM	OBAMA ADD TO SKED / 1768 sked a P-4			2	MWASH-
09/16/12	Sunday	1:54:11 XM	:30	\$25.00	OFA-12-	430-5a News	4:30 XM-4:59 XM	OBAMA ADD TO SKED / 1768 sked a P-4			1	MWASH-
											<b>\$50.00</b>	<b>2</b>
<b>Line: 2</b>												
09/14/12	Friday	5:14:35 AM	:30	\$200.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
09/17/12	Monday	5:13:44 AM	:30	\$200.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 1768 sked a P-3			2	MWASH-
											<b>\$400.00</b>	<b>2</b>
<b>Line: 3</b>												
09/14/12	Friday	5:44:44 AM	:30	\$200.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
09/17/12	Monday	5:57:46 AM	:30	\$200.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 1768 sked a P-3			2	MWASH-
											<b>\$400.00</b>	<b>2</b>
<b>Line: 4</b>												
09/14/12	Friday	6:38:40 AM	:30	\$450.00	OFA-12-	6a Good Morn Cincinna	6:00 AM-7:00 AM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	6:21:28 AM	:30	\$450.00	OFA-12-	6a Good Morn Cincinna	6:00 AM-7:00 AM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											<b>\$900.00</b>	<b>2</b>
<b>Line: 5</b>												
09/14/12	Friday	7:44:54 AM	:30	\$125.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
09/17/12	Monday	7:53:00 AM	:30	\$125.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 1768 sked a P-3			2	MWASH-
											<b>\$250.00</b>	<b>2</b>
<b>Line: 6</b>												
09/15/12	Saturday	7:21:51 AM	:30	\$125.00	OFA-12-	6a-8a Local 12 News S	(7:00:00 AM-8:00:00 A	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											<b>\$125.00</b>	<b>1</b>
<b>Line: 7</b>												
09/15/12	Saturday	8:58:55 AM	:30	\$350.00	OFA-12-	CBS This Morning Satu	(8:00:00 AM-10:00:00	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											<b>\$350.00</b>	<b>1</b>
<b>Line: 8</b>												
09/14/12	Friday	9:15:14 AM	:30	\$120.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											<b>\$120.00</b>	<b>1</b>
<b>Line: 9</b>												
09/14/12	Friday	10:32:42 AM	:30	\$250.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											<b>\$250.00</b>	<b>1</b>
<b>Line: 10</b>												
09/17/12	Monday	11:29:21 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											<b>\$450.00</b>	<b>1</b>
<b>Line: 11</b>												
09/14/12	Friday	12:07:58 PM	:30	\$500.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
09/17/12	Monday	12:22:19 PM	:30	\$500.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											<b>\$1,000.00</b>	<b>2</b>

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/13/12-09/17/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56146												
Line: 12												
09/14/12	Friday	5:56:49 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											1	
Line: 13												
09/17/12	Monday	1:59:11 PM	:30	\$400.00	OFA-12-	Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											1	
Line: 14												
09/14/12	Friday	1:59:12 PM	:30	\$350.00	OFA-12-	The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	2:29:11 PM	:30	\$350.00	OFA-12-	The Talk	2:00 PM-3:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											2	
Line: 15												
09/14/12	Friday	3:59:08 PM	:30	\$350.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	3:29:16 PM	:30	\$350.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											2	
Line: 16												
09/14/12	Friday	5:08:16 PM	:30	\$350.00	OFA-12-	5p Local 12 News at Fiv	5:00 PM-5:30 PM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 17												
09/14/12	Friday	6:13:34 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	6:19:47 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											2	
Line: 20												
09/14/12	Friday	7:28:39 PM	:30	\$850.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	7:05:26 PM	:30	\$850.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											2	
Line: 21												
09/14/12	Friday	7:40:04 PM	:30	\$850.00	OFA-12-	M-F 730p-8p	7:30 PM-8:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
09/17/12	Monday	7:58:11 PM	:30	\$850.00	OFA-12-	M-F 730p-8p	7:30 PM-8:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
											2	
Line: 22												
09/15/12	Saturday	7:34:04 PM	:30	\$350.00	OFA-12-	Sa Prime Access Rotat	7:00 PM-8:00 PM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 23												
09/14/12	Friday	11:23:52 PM	:30	\$800.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
09/17/12	Monday	11:20:19 PM	:30	\$800.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA ADD TO SKED / 1768 sked a P-3			2	MWASH-
											2	
Line: 24												
09/17/12	Monday	12:25:00 XM	:30	\$250.00	OFA-12-	Letterman	11:35 PM-12:35 XM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/13/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56146												
Line: 25												
09/14/12	Friday	1:34:20 XM	:30	\$60.00	OFA-12-	Late Late Show	12:35 XM-1:35 XM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 26												
09/14/12	Friday	1:33:46 PM	:30	\$2,500.00	OFA-12-	Fri Reg 3	10:00 PM-11:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			2	MWASH-
09/14/12	Friday	1:48:32 PM	:30	\$2,500.00	OFA-12-	Fri Reg 3	10:00 PM-11:00 PM	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											2	
Line: 27												
09/16/12	Sunday	1:25:55 PM	:30	\$2,000.00	OFA-12-	Sun Reg 2	8:00 PM-9:00 PM	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 28												
09/16/12	Sunday	2:57:32 PM	:30	\$9,000.00	OFA-12-	Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 29												
09/17/12	Monday	1:59:30 PM	:30	\$250.00	OFA-12-	Letterman	1135p-1235a	OBAMA ADD TO SKED / 1768 sked a P-3			1	MWASH-
											1	
Line: 30												
09/15/12	Saturday	1:42:15 PM	:30	\$450.00	OFA-12-	Sat 1135p-1205a	1135p-1205a	OBAMA ADD TO SKED / 1768 sked a P-2			1	MWASH-
											1	
											41	
											41	
											41	
											41	
											41	
											41	

[Filtered by: ] [Sorted by: Station]